

# BOOKING DIALOGUES

by Jenny Spain

**\*USE THIS ON ALL DIALOGUES.** "Hi! \_\_\_\_\_ (her name) this is \_\_\_\_\_ (your name) with Mary Kay Cosmetics. The reason I am calling is \_\_\_\_\_ (your booking dialogue). Then give them a choice for their booking time. "which is best for you the first of the week or the last? Morning or evening? Lunch hour or evening? I have Tuesday at 12 or Wednesday at 7. Which is better for you?"

**1. SECOND FACIALS FROM CLASS-** I need to see you within 7 to 10 days to see if your product is working properly on your skin.

**2. FOR PEOPLE WHO WERE REFERRALS FROM SOMEONE ELSE-** "You don't know me but Sally Smith gave me your name and thought you would enjoy a complimentary facial. Now, I know you are busy just as I am, and I do have a couple of openings this week, what would be best for you...?" If she says, "Thank you for your call, but I'm really not interested, I don't wear a lot of makeup." YOU SAY THIS: "I can certainly understand that Janie. What we actually teach is skin care. It's a very simple process and the only way we can advertise is by giving complimentary facials with no obligations on your part. Which would be best for you...?" If she still objects and says, "No, I really just don't want to." YOU SAY THIS: "Thank you for your time."

**3. FOR THE PERSON YOU GAVE A SAMPLE TO-** ask her opinion and a couple questions about comments from her husband or boyfriend and then say, "Janie, you've just been so nice to do this for me. "I'd really like to do something nice for you, and I'd like to come over and give you a complimentary facial and get your opinion of our skin care."

**4. PORTFOLIO BOOKING-** "My company has asked me to put together a before and after glamour portfolio like you see in Glamour and Good Housekeeping. I would love to have you as a model. I'm making appointments for the week of \_\_\_\_\_. Which do you feel would be best for you, the beginning or the end of the week? Tuesday or Wednesday? 7 or 7:30?" After the appointment is made..you say, "Let me ask you something...do you have a friend or two that might help me critique your look for the portfolio?" She answers. Then say, "Great..I'll even show you all how to do the 5 second dancelift. Tell them I'll be showing you this..it is really fantastic."

**5. BOOTHS-** You are one of the lucky winners or our door prize drawings from the \_\_\_\_\_ booth. You have won a free glamour makeover like the ones you see in Glamour and Good Housekeeping.

**6. TENTATIVE APPROACH-** Use this when they give the objection that they are too busy. SAY THIS: "Let's set a tentative date with the understanding that if you can't hold the date you can call and we can reschedule the date."

**7. PEOPLE WHO HAVE BEEN NICE TO YOU-** You have been so nice to me and I would like to do something nice for you. I would like to give you a free makeover like you see in Glamour and Good Housekeeping.